

CAGE-FREE

White 12 pack

Brown 12 pack

White 12 pack

Brown 12 pack

**VEGETARIAN FED** 

## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/13 thru 06/19. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY THIS WEEK **PREVIOUS WEEK PREVIOUS YEAR** 40.8% of 22.900 stores **Feature Rate** 37.2% of 22.900 stores 36.7% of 23.200 stores X LARGE LARGE X LARGE LARGE X LARGE LARGE Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg Stores Avg USDA GRADE AA White 12 pack 270 1.26 200 1.51 900 1.55 Ε 2.69 240 2.89 1,540 3.00 2.25 190 2.00 White 18 pack 60 70 2.73 10 G Brown 12 pack USDA GRADE A 2,470 White 12 pack 690 1.47 150 1.65 230 1.46 30 1.42 1.44 White 18 pack 910 2.16 2,340 2.47 660 1.84 Brown 12 pack 2.88 1.48 210 1.07 60 10 USDA ORGANIC White 12 pack Brown 12 pack 20 550 4.10 4.25 320 5.24 1,010 3.97 3.49 270 OMEGA-3 White 12 pack 4.280 2.57 460 1.400 1.140 2.05 2.94 2.55 250 2.97 2.73 Brown 12 pack 2.67 310 3.16 170 2.79 290

750

930

30

30

2.75

2.70

2.25

3.22

40

300

2.59

2.77

	<u> paon</u>	2												
	Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen													
1.90							1							
1.70			1	.83			1.76							
1.50		1.50			1.56			1.48						
1.30 May 09-15		y 16-22	May 23-29	9 Ma	/ 30-Jun-05	Jun	06-12	Jun 13-19						

10

1.99

180 3.39

50 2.18

250

2.96

2.67

1,550

2.99

2.48

50

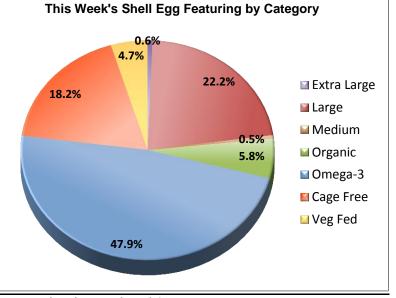
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Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,230	4,530	4,480	Large Eggs on
Specialty	7,490	4,050	5,260	Jun-09-2014
Total (includes MD)	9,770	8,850	9,830	465.6
Special Rate 4/:	2.1%	10.9%	6.3%	down 4.4%

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity dropped significantly from last week's very active cycle, loosing about half the share of space previously occupied in circulars. The average price of Grade A or better, Large white eggs to consumers continues to rollercoaster and is sharply lower. Shoppers are finding that "no prices" incentives are still showing up, although not as much as a week ago. Grocers advertising Extra Large and Medium eggs are limited. Promotional activity for specialty shell eggs is sharply higher, in contrast to the downward trend of regular eggs. Retailers are heavily promoting Omega-3 type eggs in all areas except the Midwest. Cage-free and other specialty types are also commanding a sizeable portion of ad space . Feature activity of liquid egg products continues declining.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

730

720

140

320

2.89

2.73

2.53

2.77

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

_				NOR	THEA	AST U.S.				SOUTHE	AST U.S.			MIDW	EST U.S.	•			
(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)									(AL,FL,	,GA,MS,N	C,SC,TN,VA,WV	<b>'</b> )	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
	Fea Acti	ture Rate <sup>1/</sup> vity Index <del>*</del>	69.9% of 4,700 sampled outlets Activity Index = 3,710 (includes Medium)						29.4% Activity Ind	35.3% of 4,200 sampled outlets Activity Index = 1,570 (includes Medium)									
CLASS			EXTRA LARGE LARGE					EXTRA LAR	EXTRA LARGE LARGE										
CLASS		Price Range	Stores Avg	3/	Price Range	ge Stores Avg	Avg 3/	Price Range Stores	s Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price F	Range	Stores	Avg 3/		
U	SDA	White 12 pack													1.25 -	1.29	30	1.28	
_	RADE	White 18 pack																	
	AA	Brown 12 pack											White 12 pack  0.98 - 1.99  340  1.44 1.99 - 2.50  460  2.00  White 12 pack White 30 pack  3.49  20  3.49  2.99  10  2.99  3.39  1.66 - 3.00  60  2.30  3.39  180  3.39 1.99 - 3.89  430  2.98  2.50  10  2.50 2.48 - 3.49  30  3.13  NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)  44.3% of 1,200 sampled outlets Activity Index = 430 (includes Medium)  3.99  0.98 - 1.25  30  1.18  White 12 pack White 30 pack						
		MEDIUM		White 12 pa		1 10 1 00	0.10		White	12 pack				White 12 pack	2.22	1.00	0.10		
	ICD A	White 12 pack				1.49 - 1.66	240												
	SDA RADE	White 18 pack Brown 12 pack				2.29 - 2.50 2.88	280	2.37 2.88							1.99 -	2.50	460	2.00	
Gi	A	brown 12 pack		White 12 pa	ack	2.00	60	2.00	\/\/hite	12 pack	1.25	20 1.25		White 12 nack					
	^	MEDIUM		White 30 pa						30 pack	1.25	20 1.25		•					
	USDA	ORGANIC		Willia oo pa	, or				· · · · · · · · · · · · · · · · · · ·	oo paak				Willo do padk					
		White 12 pack																	
S		Brown 12 pack				3.29 - 4.99	310	4.26			3.99	210 3.99	3.49	20 3.49		2.99	10	2.99	
P	OME	GA-3																	
E		White 12 pack	1.88 - 2.49	90 2.	.05	1.99 - 3.00	1,670	2.41			1.99 - 3.00	1,150 2.93			1.66 -	3.00	60	2.30	
ĭ		Brown 12 pack				2.50 - 3.69	310	3.16											
A	CAG	E-FREE																	
L		White 12 pack	0.00	50 0	00	4.00 0.50	050	0.00			0.00	000 000			4.00				
Т	VECE	Brown 12 pack TARIAN FED	2.99	50 2.	.99	1.69 - 3.59	350	2.86			2.99	300 2.99			1.99 -	3.89	430	2.98	
Y	VEGE	White 12 pack				2.49	20	2.49								2.50	10	2.50	
		Brown 12 pack	2.50	150 2.	50	2.49		2.49			2.99	20 2.99			2 48 -				
		BIOWII 12 Pack	2.50			ITRAL U.S	100	2.01	9	SOUTHV	VEST U.S.	20 2.55		NORTH			30	3.13	
			(A		_	IO,NM,OK,T	CUT)				H, NV)					_			
Feature Rate 1/					mpled outle	• •		37.8%	•	sampled outlets									
		vity Index <sup>2/</sup>				(includes Me				,	0 (includes Med		Ad						
		White 12 pack			_	1.25 - 1.29		1.27		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		,						1.18	
	SDA RADE	White 18 pack	2.50	20 2.	.50				2.79 4	10 2.79	2.25 - 2.99	240 2.89							
	AA	Brown 12 pack																	
	^^	MEDIUM		White 12 pa	ack	0.79		0.79	White	12 pack				White 12 pack					
		White 12 pack				1.33 - 1.79	100									0.99	10	0.99	
_	SDA	White 18 pack				1.99 - 2.39	170	2.27											
GI	RADE	Brown 12 pack		MIL:4- 40	1-	0.40 4.50	22	0.74	140 %	40 - 1				\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\					
	Α	MEDIUM		White 12 pa		0.49 - 1.50	20	0.74		2 12 pack 2 30 pack									
	l usp/	ORGANIC		white 30 pa	ICK				vvnite	зо раск				white 30 pack					
		White 12 pack																	
S P		Brown 12 pack				2.80 - 3.99	20	3.43											
P	OME																		
E		White 12 pack				1.80 - 2.50	450	2.49			1.80 - 2.50	620 2.46				2.50	330	2.50	
L		Brown 12 pack																	
A	CAG	E-FREE					-												
Ĺ		White 12 pack																	
T		Brown 12 pack				2.99	280	2.99			2.99	130 2.99				2.99	60	2.99	
Y	VEGE	TARIAN FED				0.40	00	4 74											
		White 12 pack	2.40	10 0	10	2.19		1.71											
		Brown 12 pack	2.19	10 2.		2.19		2.19	ws - (515) 284-4471			(4110 4 6)		_				2 of 3	

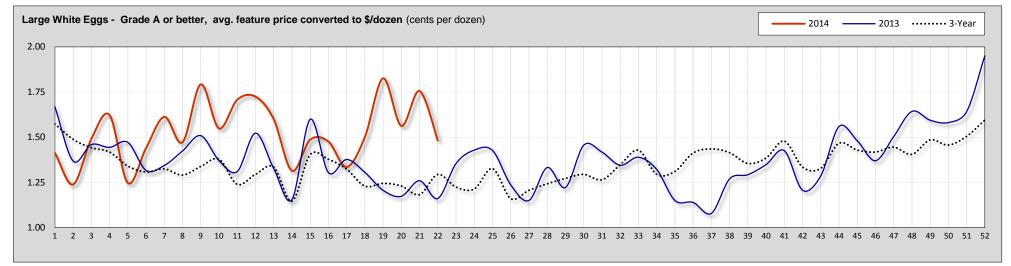


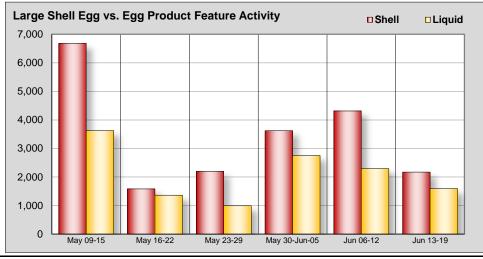
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

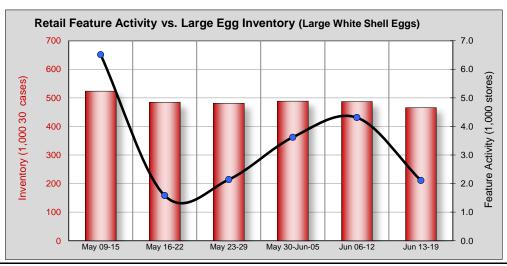
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/13 thru 06/19.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
PRODUCTS	WEEK	WEEK	YEAR	NORTE	IEASI	30011	IEASI	MIDAAESI		SOUTH CENTRAL		SOUTHWEST		NONTHWEST	
1/ Feature Rate	7.0%	9.5%	8.6%	24.5% of 4,700 sampled		2.7% of 5,900 sampled		5.8% of 4,200 sampled		1.0% of 4,200 sampled		0.0% of 2,800 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,590	2,290	1,500	Activity Index = 1,14		Activity Index = 160		Activity Index = 240		Activity Index = 50		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	440 2.49	1,250 2.60	630 2.48	1.99 - 2.99	300 2.58	2.29	80 2.29	2.29 - 2.50	50 2.38	1.90	10 1.90				
32 oz. crtn	1,130 4.21	880 4.08	850 3.99	3.99 - 5.69	820 4.33	3.99 - 4.69	80 4.14	3.77 - 4.29	190 3.81	3.77	40 3.77				
3 - 4 oz. cup	20 2.49	160 2.00	10 2.00	2.49	20 2.49										
2 - 8 oz. cup			10 2.00												







Note: See page 1 for explanatory notes.